

REP HEADLINE# 6373423  
 \*\*\* UNAPPROVED REV #1 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 OCT15/12 09.47  
 CREDIT WORKSHEET HARRIS REPORT FROM REP  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/AMER. CROSSROADS REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_  
 AGY # \_\_\_\_\_ AGY. NAME CROSSROADS MEDIA LLC BUYER NAME MICHELLE SANTUOSO  
 CG CANAL CENTER PLAZA, SUITE 555 SALES PRSN WA- MEGHAN MCGARR (H)  
 ALEXANDRIA, VA 22314  
 ORDER # \_\_\_\_\_ CONTRACT # 6373423 CLASS: NATL. LOCAL REGIONAL  
 PRODUCT AMERICAN CROSSROADS EST#1209 COMMENTS: (LINE, ORDER, INVOICE)  
 FLIGHT DATES OCT16/12 OCT22/12 WK-1  
 CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT15/12 09.47

REP: REVISION 10/15  
 PGM CHANGE LN'S 8,10,16-17,28,30,40,42,51,53  
 MAKEGOOD - SPOT CANCELED LN 20, LN 55 ADDED AS MG  
 TTL SAME  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 AMERICAN CROSSROADS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11 AGENCY EST# = 1209  
 AGENCY PRODUCT CODE = 27

8	NZ		700P-730P	30		\$1,500.00	10/19	10/19	1		FRI	1
PROGRAM : 7P NEWS												
CON COM1: 7P NEWS												
10	ZN		730P-800P	30		\$1,500.00	10/19	10/19	1		FRI	1
PROGRAM : ET												
CON COM1: ET												

NOV 01 2012  
 10/16/12 JCC  


9/10/15

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
\*\*\*CHANGES\*\*\* OCT15/12 09.47  
\*\*\* WFLA-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
16		2N	700P-730P	30		\$2,000.00	10/22	10/22	1		MON	1
PROGRAM : 7P NEWS												
CON COM1 : 7P NEWS												
17		2N	730P-800P	30		\$2,000.00	10/22	10/22	1		MON	1
PROGRAM : ET												
CON COM1 : ET												
20		S	630P-700P	30		\$5,000.00	10/20	10/20	0		SAT	0
PROGRAM : NBC NIGHTLY NEWS - SAT												
CON COM1 : NBC NIGHTLY NEWS - SAT												
28		2N	700P-730P	30		\$1,500.00	10/18	10/18	1		THU	1
PROGRAM : 7P NEWS												
CON COM1 : 7P NEWS												
30		2N	730P-800P	30		\$1,500.00	10/18	10/18	1		THU	1
PROGRAM : ET												
CON COM1 : ET												
40		2N	700P-730P	30		\$1,500.00	10/16	10/16	1		TUE	1
PROGRAM : 7P NEWS												
CON COM1 : 7P NEWS												
42		2N	730P-800P	30		\$1,500.00	10/16	10/16	1		TUE	1
PROGRAM : ET												
CON COM1 : ET												
51		2N	700P-730P	30		\$1,500.00	10/17	10/17	1		WED	1
PROGRAM : NEWS												
CON COM1 : NEWS												
53		2N	730P-800P	30		\$1,500.00	10/17	10/17	1		WED	1
PROGRAM : ET												
CON COM1 : ET												

REP HEADLINE# 6373423  
 \*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT15/12 09.47  
 \*\*CHANGES\*\* \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
55	A		630P-700P	30		\$5,000.00	10/16	10/19	1		TU-F	1
PROGRAM : NIGHTLY NEWS												
CON COM1: NIGHTLY NEWS												

OCT/12 70550.00 CONTRACT TOTAL 70550.00  
 TOTAL SPOTS 54

MARKET TOTALS \$231,035 WFLA 31% WFTS 19% WTSP 10% WTVT 26% WTOG 4% WTTA 0% WMOR 7%  
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE EXCEPT WFTS WHICH IS ESTIMATED  
 SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6373423  
\*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
OCT15/12 08.31  
\*\*\* WFLA-TV \*\*\*

REP: NEW ORDER  
TEL \$70,550 @54X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
AMERICAN CROSSROADS

AGY # \_\_\_\_\_ AGY. NAME CROSSROADS MEDIA LLC  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314

ORDER # \_\_\_\_\_ CONTRACT # 6373423  
CLASS: NATL. LOCAL REGIONAL

PRDCT AMERICAN CROSSROADS EST#1209 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT16/12 OCT22/12 WK-1

CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT15/12 08.31



9/15/15

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			1135P-1237A	30		\$800.00	10/19	10/19	1		FRI	1
PROGRAM : TONITE SHW-NBC<												
CON COM1: TONITE SHW-NBC<												
2			200P-300P	30		\$400.00	10/19	10/19	1		FRI	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
3			300P-400P	30		\$556.00	10/19	10/19	1		FRI	1
PROGRAM : DOCTORS<												
CON COM1: DOCTORS<												

AGENCY ADVERTISER CODE = 11  
AGENCY PRODUCT CODE = 27  
AGENCY EST# = 1209

OCT 15/1988 08.31  
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$800.00	10/19	10/19	1		FRI	1
5			500A-530A PROGRAM : NC8 TODAY@5AM< CON COM1: NC8 TODAY@5AM<	30		\$300.00	10/19	10/19	1		FRI	1
6			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$450.00	10/19	10/19	1		FRI	1
7			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,250.00	10/19	10/19	1		FRI	1
8			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30<	30		\$1,500.00	10/19	10/19	1		FRI	1
9			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/19	10/19	1		FRI	1
10			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,500.00	10/19	10/19	1		FRI	1
11			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	10/19	10/19	1		FRI	1
12			1130P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$1,000.00	10/22	10/22	1		MON	1

REP HEADLINE# 3373423  
\*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT15/12 08.31  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
13			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/22	10/22	1		MON	1
14			400P-500P PROGRAM : DR. OZ< CON COM1: DR. OZ<	30		\$1,000.00	10/22	10/22	1		MON	1
15			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$200.00	10/22	10/22	1		MON	1
16			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30< <i>NEWS</i>	30		\$2,000.00	10/22	10/22	1		MON	1
17			730P-800P PROGRAM : <del>EXTRA</del> <i>ET</i> CON COM1: <del>EXTRA</del> <i>ET</i>	30		\$2,000.00	10/22	10/22	1		MON	1
18			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	10/22	10/22	1		MON	1
19			1100P-1135P PROGRAM : NEWS CHANNEL 8 @11PM CON COM1: NEWS CHANNEL 8 @11PM	30		\$2,500.00	10/20	10/20	1		SAT	1
20			630P-700P PROGRAM : NBC NIGHTLY NEWS - SAT CON COM1: NBC NIGHTLY NEWS - SAT	30		\$5,000.00	10/20	10/20	1		SAT	1
21			1000A-1100A PROGRAM : MEET PRESS-SUN CON COM1: MEET PRESS-SUN	30		\$5,000.00	10/21	10/21	1		SUN	1

1 MA

REF HEADLINE# 0373423  
\*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
GREEN WORKSHEET HARRIS REPORT FROM REP

OCT15/12 08.31  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
22			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	10/18	10/18	1		THU	1
23			700P-800P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/18	10/18	1		THU	1
24			300P-400P PROGRAM : DOCTORS< CON COM1: DOCTORS<	30		\$550.00	10/18	10/18	1		THU	1
25			400P-500P PROGRAM : FR. OZ< CON COM1: DR. OZ<	30		\$800.00	10/18	10/18	1		THU	1
26			530A-600A PROGRAM : NC8 TODAY@5:30< CON COM1: NC8 TODAY@5:30<	30		\$450.00	10/18	10/18	1		THU	1
27			600A-700A PROGRAM : NC8 TODAY@6AM< CON COM1: NC8 TODAY@6AM<	30		\$1,250.00	10/18	10/18	1		THU	1
28			700P-730P PROGRAM : ENT TONIGHT 30< CON COM1: ENT TONIGHT 30< <i>NEWS</i>	30		\$1,500.00	10/18	10/18	1		THU	1
29			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/18	10/18	1		THU	1
30			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$1,500.00	10/18	10/18	1		THU	1

REF HEADLINE# 6373423  
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REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 OCT15/12 08.31  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
31			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$1,050.00	10/18	10/18	1		THU	1
32			600P-1000P PROGRAM : OFFICE-NBC/WHITNEY-NBC CON COM1: OFFICE-NBC/WHITNEY-NBC	30		\$7,500.00	10/18	10/18	1		THU	1
33			1135P-1237A PROGRAM : TONITE SHW-NBC CON COM1: TONITE SHW-NBC	30		\$800.00	10/16	10/16	1		TUE	1
34			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/16	10/16	1		TUE	1
35			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$550.00	10/16	10/16	1		TUE	1
36			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$800.00	10/16	10/16	1		TUE	1
37			500A-530A PROGRAM : NC8 TODAY@5AM CON COM1: NC8 TODAY@5AM	30		\$300.00	10/16	10/16	1		TUE	1
38			530A-600A PROGRAM : NC8 TODAY@5:30 CON COM1: NC8 TODAY@5:30	30		\$450.00	10/16	10/16	1		TUE	1
39			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/16	10/16	1		TUE	1



OCT15/12 08.31  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
40			600P-730P	30		\$1,500.00	10/16	10/16	1		TUE	1
PROGRAM : ENT TONIGHT 30< <i>NEWS</i>												
CON COM1: ENT TONIGHT 30<												
41			700A-900A	30		\$1,400.00	10/16	10/16	1		TUE	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
42			730P-800P	30		\$1,500.00	10/16	10/16	1		TUE	1
PROGRAM : EXTRA <i>ET</i>												
CON COM1: EXTRA<												
43			900A-1000A	30		\$1,050.00	10/16	10/16	1		TUE	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
44			1000P-1100P	30		\$3,500.00	10/17	10/17	1		WED	1
PROGRAM : CHICAGO FIRE												
CON COM1: CHICAGO FIRE												
45			1135P-1237A	30		\$800.00	10/17	10/17	1		WED	1
PROGRAM : TONITE SHW-NBC												
CON COM1: TONITE SHW-NBC												
46			200P-300P	30		\$400.00	10/17	10/17	1		WED	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												
47			300P-400P	30		\$550.00	10/17	10/17	1		WED	1
PROGRAM : DOCTORS												
CON COM1: DOCTORS												
48			400P-500P	30		\$800.00	10/17	10/17	1		WED	1
PROGRAM : DR. OZ												
CON COM1: DR. OZ												

REP HEADLINE# 6373423  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET  
 HARRIS REPORT FROM REP  
 OCT15/12 08.31  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LOTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
49			530A-600A	30		\$450.00	10/17	10/17	1		WED	1
PROGRAM : NC8 TODAY@5:30<												
CON COM1: NC8 TODAY@5:30<												
50			600A-700A	30		\$1,250.00	10/17	10/17	1		WED	1
PROGRAM : NC8 TODAY@6AM<												
CON COM1: NC8 TODAY@6AM<												
51			700P-730P	30		\$1,500.00	10/17	10/17	1		WED	1
PROGRAM : ENT TONIGHT 30< <i>NEWS</i>												
CON COM1: ENT TONIGHT 30<												
52			700A-900A	30		\$1,400.00	10/17	10/17	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
53			730P-800P	30		\$1,500.00	10/17	10/17	1		WED	1
PROGRAM : EXTRA< <i>21</i>												
CON COM1: EXTRA<												
54			900A-1000A	30		\$1,050.00	10/17	10/17	1		WED	1
PROGRAM : TODAY SHW2-NBC												
CON COM1: TODAY SHW2-NBC												
OCT/12 70550.00											CONTRACT TOTAL 70550.00	
											TOTAL SPOTS 54	

MARKET TOTALS \$291,035 WFLA 31% WFTS 15% WTSP 10% WTVT 26% WTOG 4% WTTA 0% WMOR 7%  
 WMOX 0% WXPX 0% WWSB 3% CABL 0%

SHARES ACCURATE EXCEPT WFTS WHICH IS ESTIMATED

SVC- NSI  
 DEMO- RA35+\*

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 808 Issue 1



**WFLA-TV**

P.O. Box 1410  
 Tampa, FL 33601

**PHONE (813) 228-8888**

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 70550	<b>Campaign Ref:</b> E:063734230
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 /27 /1209	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06373423
<b>Est./PO Number:</b> 06373423	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> American Crossroads	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
1	M-F 1135p ET / 1035p CT Tonight Show ...F..	03	800	30 Comme	Nbr of Spots 1		1	800
2	M-F 2p Rachael Ray ...F..	02	400	30 Comme	Nbr of Spots 1		1	400
3	M-F 3p Doctors ...F..	03	550	30 Comme	Nbr of Spots 1		1	550
4	M-F 4p Dr Oz ...F..	02	800	30 Comme	Nbr of Spots 1		1	800
5	M-F 5a News ...F..	01	300	30 Comme	Nbr of Spots 1		1	300
6	M-F 530a News ...F..	02	450	30 Comme	Nbr of Spots 1		1	450
7	M-F 6a News ...F..	02	1250	30 Comme	Nbr of Spots 1		1	1250
8	M-F 7p News ...F..	02	1500	30 Comme	Nbr of Spots 1		1	1500
9	M-F 7a Today Show	02	1400	30	Nbr of Spots 1		1	1400
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	47	7	54

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 808 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 70550	<b>Campaign Ref:</b> E:063734230
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11/27/1209	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06373423
<b>Est./PO Number:</b> 06373423	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
10	M-F 730p Entertainment Tonight ...F..	02	1500	30 Comme	1		1	1500
11	M-F 9a Today Show II ...F..	01	1050	30 Comme	1		1	1050
12	M-F 1135p ET / 1035p CT Tonight Show M.....	02	1000	30 Comme		1	1	1000
13	M-F 2p Rachael Ray M.....	02	400	30 Comme		1	1	400
14	M-F 4p Dr Oz M.....	02	1000	30 Comme		1	1	1000
15	M-F 530a News M.....	04	200	30 Comme		1	1	200
16	M-F 7p News M.....	01	2000	30 Comme		1	1	2000
17	M-F 730p Entertainment Tonight M.....	01	2000	30 Comme		1	1	2000
18	M-F 9a Today Show II M.....	01	1050	30 Comme		1	1	1050
19	M-Su 11p News .....S.	01	2500	30 Comme	1		1	2500
<b>Weekly Totals:</b>					47	7	54	

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

American Crossroads/ Issue  
Submission Number 808 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	American Crossroads/ Issue	Submission Cost:	70550	Campaign Ref:	E:063734230
Buyer:	..	Client/Product/Estimate:	11 / 27 / 1209	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/28/12	Weeks:	2	Order Ref:	06373423
Est./PO Number:	06373423	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
20	Sun 10a Meet The Press .....S	01	5000	30 Comme	Nbr of Spots	1	1	5000
21	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	800	30 Comme	Nbr of Spots	1	1	800
22	M-F 2p Rachael Ray ...T...	02	400	30 Comme	Nbr of Spots	1	1	400
23	M-F 3p Doctors ...T...	03	550	30 Comme	Nbr of Spots	1	1	550
24	M-F 4p Dr Oz ...T...	02	800	30 Comme	Nbr of Spots	1	1	800
25	M-F 530a News ...T...	02	450	30 Comme	Nbr of Spots	1	1	450
26	M-F 6a News ...T...	02	1250	30 Comme	Nbr of Spots	1	1	1250
27	M-F 7p News ...T...	02	1500	30 Comme	Nbr of Spots	1	1	1500
28	M-F 7a Today Show ...T...	02	1400	30 Comme	Nbr of Spots	1	1	1400
29	M-F 730p Entertainment Tonight ...T...	02	1500	30 Comme	Nbr of Spots	1	1	1500
30	M-F 9a Today Show II ...T...	01	1050	30 Comme	Nbr of Spots	1	1	1050
Weekly Totals: Total Spots(Ord Spots)					47	7	54	

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 808 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 70550	<b>Campaign Ref:</b> E:063734230
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 11 / 27 / 1209	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06373423
<b>Est./PO Number:</b> 06373423	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
31	Thru 9-10p ET / 8-9p CT Office / Parks & Recreation ...T....	01	7500	30 Comme	Nbr of Spots	1	1	7500
32	M-F 1135p ET / 1035p CT Tonight Show .T.....	03	800	30 Comme	Nbr of Spots	1	1	800
33	M-F 2p Rachael Ray .T.....	02	400	30 Comme	Nbr of Spots	1	1	400
34	M-F 3p Doctors .T.....	03	550	30 Comme	Nbr of Spots	1	1	550
35	M-F 4p Dr Oz .T.....	02	800	30 Comme	Nbr of Spots	1	1	800
36	M-F 5a News .T.....	01	300	30 Comme	Nbr of Spots	1	1	300
37	M-F 530a News .T.....	02	450	30 Comme	Nbr of Spots	1	1	450
38	M-F 6a News .T.....	02	1250	30 Comme	Nbr of Spots	1	1	1250
39	M-F 7p News .T.....	02	1500	30 Comme	Nbr of Spots	1	1	1500
40	M-F 7a Today Show .T.....	02	1400	30 Comme	Nbr of Spots	1	1	1400
<b>Weekly Totals:</b>					<b>Total Spots(Ord Spots)</b>	47	7	54

Crossroads Media  
66 Canal Center Plaza  
Suite 555  
Alexandria VA 22314

American Crossroads/ Issue  
Submission Number 808 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: American Crossroads/ Issue  
Buyer: ..  
Schedule Dates: 10/15/12 to 10/28/12  
Est./PO Number: 06373423  
Associated Copies: No  
Submission Cost: 70550  
Client/Product/Estimate: 11/27/1209  
Weeks: 2  
Contract type: Political  
Campaign Ref: E:063734230  
Sales Rep: HRP Washington, DC  
Order Ref: 06373423  
Business Type: POLITICAL  
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
41	M-F 730p Entertainment Tonight T.....	02	1500	30 Comme	1		1	1500
42	M-F 9a Today Show II T.....	01	1050	30 Comme	1		1	1050
43	Wed 10p ET / 9p CT Chicago Fire ..W....	04	3500	30 Comme	1		1	3500
44	M-F 1135p ET / 1035p CT Tonight Show ..W....	03	800	30 Comme	1		1	800
45	M-F 2p Rachael Ray ..W....	02	400	30 Comme	1		1	400
46	M-F 3p Doctors ..W....	03	550	30 Comme	1		1	550
47	M-F 4p Dr Oz ..W....	02	800	30 Comme	1		1	800
48	M-F 530a News ..W....	02	450	30 Comme	1		1	450
49	M-F 6a News ..W....	02	1250	30 Comme	1		1	1250
50	M-F 7p News ..W....	02	1500	30 Comme	1		1	1500
51	M-F 7a Today Show ..W....	02	1400	30 Comme	1		1	1400
Weekly Totals: Total Spots(Ord Spots)					47	7	54	

**Crossroads Media**  
 66 Canal Center Plaza  
 Suite 555  
 Alexandria VA 22314

**American Crossroads/ Issue**  
 Submission Number 808 Issue 1



**WFLA-TV**  
 P.O. Box 1410  
 Tampa, FL 33601

PHONE (813) 228-8888

**Original**

<b>Client:</b> American Crossroads/ Issue	<b>Submission Cost:</b> 70550	<b>Campaign Ref:</b> E:063734230
<b>Buyer:</b> "	<b>Client/Product/Estimate:</b> 11 / 27 / 1209	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/15/12 to 10/28/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06373423
<b>Est./PO Number:</b> 06373423	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	10/22	Total	Cost
52	M-F 730p Entertainment Tonight ..W....	02	1500	30 Comme	1		1	1500
53	M-F 9a Today Show II ..W....	01	1050	30 Comme	1		1	1050
54	M-F 630p ET / 530p CT NBC Nightly News ..T....	01	5000	30 Comme	1		1	5000
<b>Weekly Totals: Total Spots(Ord Spots)</b>					47	7	54	

<b>Grand Totals</b>			
<b>Totals</b>		<b>10/15</b>	<b>Month 10 Weeks: 4</b>
Spots	54	47	
Cost	70550	62900	7650

<b>Grand Totals:</b>	<b>Spots:</b> 54
	<b>Gross Total:</b> 70,550.00
	<b>Commission:</b> 10,582.50
	<b>Net Total:</b> 59,967.50





# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E:063734230  
WFLA  
INVOICE NUMBER 0100033195  
PAGE 1  
BROADCAST MONTH 10/01/2012 - 10/28/12  
SCHEDULE DATES 10/15/12-10/28/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /1209  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1135p ET / 1035p CT Tonigh							*WFLA :30 Commercial		
800.00	1	1		10/19	FR	12:31A	30 USPRTV21ACH	800.00	
M-F 2p Rachael Ray							*WFLA :30 Commercial		
400.00	2	1		10/19	FR	02:18P	30 USPRTV21ACH	400.00	
M-F 3p Doctors							*WFLA :30 Commercial		
550.00	3	1		10/19	FR	03:53P	30 USPRTV21ACH	550.00	
M-F 4p Dr Oz							*WFLA :30 Commercial		
800.00	4	1		10/19	FR	04:37P	30 USPRTV21ACH	800.00	
M-F 5a News							*WFLA :30 Commercial		
300.00	5	1		10/19	FR	05:21A	30 USPRTV21ACH	300.00	
M-F 530a News							*WFLA :30 Commercial		
450.00	6	1		10/19	FR	05:58A	30 USPRTV21ACH	450.00	
M-F 6a News							*WFLA :30 Commercial		
1250.00	7	1		10/19	FR	06:24A	30 USPRTV21ACH	1250.00	
M-F 7p News							*WFLA :30 Commercial		
1500.00	8	1		10/19	FR	07:15P	30 USPRTV21ACH	1500.00	
M-F 7a Today Show							*WFLA :30 Commercial		
1400.00	9	1		10/19	FR	08:26A	30 USPRTV21ACH	1400.00	
M-F 730p Entertainment Tonight							*WFLA :30 Commercial		
1500.00	10	1		10/19	FR	07:47P	30 USPRTV21ACH	1500.00	
M-F 9a Today Show II							*WFLA :30 Commercial		
1050.00	11	1		10/19	FR	09:59A	30 USPRTV21ACH	1050.00	
M-F 1135p ET / 1035p CT Tonigh							*WFLA :30 Commercial		
1000.00	12	1		10/22	MO	12:29A	30 USPRTV21ACH	1000.00	
M-F 2p Rachael Ray							*WFLA :30 Commercial		
400.00	13	1		10/22	MO	02:41P	30 USPRTV21ACH	400.00	
M-F 4p Dr Dz							*WFLA :30 Commercial		
1000.00	14	1		10/22	MO	04:27P	30 USPRTV21ACH	1000.00	

\*\*\* Continued \*\*\*

PERIOD COST	70,550.00	54 Total Units			
		ACTUAL GROSS BILLING	70,550.00	SUB-TOTALS	Debits .00
		AGENCY COMMISSION	10,582.50		Credits .00
		NET DUE	59,967.50	TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER American Crossroads/ Issue  
PRODUCT American Crossroads

INVOICE NUMBER 0100033195  
BROADCAST MONTH 10/01/2012 - 10/28/12  
AMOUNT DUE 59,967.50

REMIT TO:

\*00170

000021453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000021453 00000100033195 005996750 2

INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 10/28/12 E:063734230  
ORDER TYPE Political WFLA  
INVOICE NUMBER PAGE BROADCAST MONTH  
0100033195 2 10/01/2012 - 10/2  
SCHEDULE DATES  
10/15/12-10/28/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 11 /27 /1209  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE DAY TIME	LENGTH	M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS	DEBIT/CREDIT	
M-F 530a News	200.00	15 1	10/22 MO 05:57A	30	USPRTV21ACH	200.00	*WFLA :30 Commercial		
M-F 7p News	2000.00	16 1	10/22 MO 07:15P	30	USPRTV21ACH	2000.00	*WFLA :30 Commercial		
M-F 730p Entertainment Tonight	2000.00	17 1	10/22 MD 07:39P	30	USPRTV21ACH	2000.00	*WFLA :30 Commercial		
M-F 9a Today Show II	1050.00	18 1	10/22 MO 09:59A	30	USPRTV21ACH	1050.00	*WFLA :30 Commercial		
M-Su 11p News	2500.00	19 1	10/20 SA 11:14P	30	USPRTV21ACH	2500.00	*WFLA :30 Commercial		
Sun 10a Meet The Press	5000.00	20 1	10/21 SU 10:59A	30	USPRTV21ACH	5000.00	*WFLA :30 Commercial		
M-F 1135p ET / 1035p CT Tonigh	800.00	21 1	10/18 TH 12:31A	30	USPRTV21ACH	800.00	*WFLA :30 Commercial		
M-F 2p Rachael Ray	400.00	22 1	10/18 TH 02:32P	30	USPRTV21ACH	400.00	*WFLA :30 Commercial		
M-F 3p Doctors	550.00	23 1	10/18 TH 03:59P	30	USPRTV21ACH	550.00	*WFLA :30 Commercial		
M-F 4p Dr Oz	800.00	24 1	10/18 TH 04:55P	30	USPRTV21ACH	800.00	*WFLA :30 Commercial		
M-F 530a News	450.00	25 1	10/18 TH 05:53A	30	USPRTV21ACH	450.00	*WFLA :30 Commercial		
M-F 6a News	1250.00	26 1	10/18 TH 06:53A	30	USPRTV21ACH	1250.00	*WFLA :30 Commercial		
M-F 7p News	1500.00	27 1	10/18 TH 07:10P	30	USPRTV21ACH	1500.00	*WFLA :30 Commercial		
M-F 7a Today Show	1400.00	28 1	10/18 TH 07:58A	30	USPRTV21ACH	1400.00	*WFLA :30 Commercial		
M-F 730p Entertainment Tonight	1500.00	29 1	10/18 TH 07:38P	30	USPRTV21ACH	1500.00	*WFLA :30 Commercial		
M-F 9a Today Show II	1050.00	30 1	10/18 TH 09:57A	30	USPRTV21ACH	1050.00	*WFLA :30 Commercial		
Thu 9-10p ET / 8-9p CT Dffice	7500.00	31 1	10/18 TH 09:21P	30	USPRTV21ACH	7500.00	*WFLA :30 Commercial		
M-F 1135p ET / 1035p CT Tonigh	800.00	32 1	10/16 TU 12:00A	30	USPRTV21ACH	800.00	*WFLA :30 Commercial		
M-F 2p Rachael Ray	400.00	33 1	10/16 TU 02:21P	30	USPRTV21ACH	400.00	*WFLA :30 Commercial		
M-F 3p Doctors	550.00	34 1	10/16 TU 03:29P	30	USPRTV21ACH	550.00	*WFLA :30 Commercial		
M-F 4p Dr Oz	800.00	35 1	10/16 TU 04:28P	30	USPRTV21ACH	800.00	*WFLA :30 Commercial		
M-F 5a News	300.00	36 1	10/16 TU 05:27A	30	USPRTV21ACH	300.00	*WFLA :30 Commercial		
M-F 530a News	450.00	37 1	10/16 TU 05:41A	30	USPRTV21ACH	450.00	*WFLA :30 Commercial		
M-F 6a News							*WFLA :30 Commercial		

\*\*\* Continued \*\*\*

PERIOD COST	70,550.00	54 Total Units			
		ACTUAL GROSS BILLING	70,550.00	SUB-TOTALS	Debits .00
		AGENCY COMMISSION	10,582.50		Credits .00
		NET DUE	59,967.50	TOTAL RECONCILING	.00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



# WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

## INVOICE / AFFIDAVIT

21453  
Crossroads Media  
66 Canal Center Plaza  
Suite 555  
ALEXANDRIA VA 22314

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: American Crossroads/ Issue  
PROD: American Crossroads

2012  
INVOICE DATE 10/28/12  
ORDER TYPE Political  
WFLA I SS  
E:063734230  
WFLA  
INVOICE NUMBER 0100033195  
PAGE 3  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/15/12-10/28/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 11 /27 /1209  
Desc: Campaign Option Number 1, Booking1

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 7p News	1250.00	38	1	10/16	TU	06:53A	30 USPRTV21ACH	1250.00	
						*WFLA	:30 Commercial		
M-F 7a Today Show	1500.00	39	1	10/16	TU	07:14P	30 USPRTV21ACH	1500.00	
						*WFLA	:30 Commercial		
M-F 730p Entertainment Tonight	1400.00	40	1	10/16	TU	08:36A	30 USPRTV21ACH	1400.00	
						*WFLA	:30 Commercial		
M-F 9a Today Show II	1500.00	41	1	10/16	TU	07:56P	30 USPRTV21ACH	1500.00	
						*WFLA	:30 Commercial		
Wed 10p ET / 9p CT Chicago Fir	1050.00	42	1	10/16	TU	09:57A	30 USPRTV21ACH	1050.00	
						*WFLA	:30 Commercial		
M-F 1135p ET / 1035p CT Tonigh	3500.00	43	1	10/17	WE	11:00P	30 USPRTV21ACH	3500.00	
						*WFLA	:30 Commercial		
M-F 2p Rachael Ray	800.00	44	1	10/17	WE	12:10A	30 USPRTV21ACH	800.00	
						*WFLA	:30 Commercial		
M-F 3p Doctors	400.00	45	1	10/17	WE	02:35P	30 USPRTV21ACH	400.00	
						*WFLA	:30 Commercial		
M-F 4p Dr Oz	550.00	46	1	10/17	WE	03:13P	30 USPRTV21ACH	550.00	
						*WFLA	:30 Commercial		
M-F 530a News	800.00	47	1	10/17	WE	04:11P	30 USPRTV21ACH	800.00	
						*WFLA	:30 Commercial		
M-F 6a News	450.00	48	1	10/17	WE	05:52A	30 USPRTV21ACH	450.00	
						*WFLA	:30 Commercial		
M-F 7p News	1250.00	49	1	10/17	WE	06:54A	30 USPRTV21ACH	1250.00	
						*WFLA	:30 Commercial		
M-F 7a Today Show	1500.00	50	1	10/17	WE	07:09P	30 USPRTV21ACH	1500.00	
						*WFLA	:30 Commercial		
M-F 730p Entertainment Tonight	1400.00	51	1	10/17	WE	08:48A	30 USPRTV21ACH	1400.00	
						*WFLA	:30 Commercial		
M-F 9a Today Show II	1500.00	52	1	10/17	WE	07:40P	30 USPRTV21ACH	1500.00	
						*WFLA	:30 Commercial		
M-F 630p ET / 530p CT NBC Nigh	1050.00	53	1	10/17	WE	09:57A	30 USPRTV21ACH	1050.00	
						*WFLA	:30 Commercial		
Total Airtime Gross Spot Revenue:	5000.00	54	1	10/16	TU	06:44P	30 USPRTV21ACH	5000.00	

PERIOD COST 70,550.00

54 Total Units  
ACTUAL GROSS BILLING 70,550.00  
AGENCY COMMISSION 10,582.50  
NET DUE 59,967.50

SUB-TOTALS Debits .00  
Credits .00  
TOTAL RECONCILING .00

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.